

CHECKLIST

MEDIA



Media lists should include:

Newspapers (dailies, weeklies, monthlies, college/university papers, and community newsletters)	
City and Regional Magazines	
Local Trade and Business Publications	
State Bureaus of National Wire Services , such as the Associated Press (AP), Reuters, and United Press International (UPI)	
Local Radio and Television Stations (including college/university networks)	
Local Cable Stations	
Public Broadcasting Stations (which may have community affairs programming)	
Public Information Officers at military bases, if applicable (many military housing areas have broadcast stations and newsletters that may reach the entire families of service members)	

Regardless of the medium, for the most part your media list will consist of the following types of reporters:

Metro Desk/City Reporters —interested in news “around town”	
Public Affairs Reporters —interested in civic and legislative issues	
Business Reporters —interested in hard news involving regional business, local economy, and economic/community growth (e.g., impact on sales, environment, address changes)	
News Assignment Editors	
Public Service Announcement Directors	

Media Guidelines: When working with reporters, try your best to:

• Correct inaccuracies, otherwise they will be accepted as fact.	
• Pair use of statistics with stories or case studies that bring them to life.	
• Repeat important information to reinforce key message points.	
• Know your community objectives and the goals of Project Impact. Be prepared to provide information and answer questions in depth.	
• Stay out of other people’s business. If a reporter asks you about the emergency fire rescue unit, for example, reply, “Let me get a firefighter to answer that.”	
• Always be honest. If you don’t know an answer to a question say so and offer to find the answer or refer the reporter to someone who can.	

Please copy for use by planning committee

CHECKLIST

EVENT PLANNING



Facility Appearance	
Conduct a "walk through" to determine the appearance of the facility before the event and check for:	
• Condition of signs, canopy, lobby, etc.	
• Adequacy of space for attendance	
• Accessibility for senior citizens and people with disabilities	
• Available parking	
• Bad weather considerations and alternatives	
Equipment	
Test equipment before use and allow time to get any needed replacements. Test the equipment with the actual materials you plan to use ahead of time. This is especially important for manufacturing equipment if you plan to give guided tours.	
Other Considerations	
These may or may not apply to your event, but they are important to keep in mind as you plan for your events:	
• Videotape equipment	
• Microphones/amplifier	
• Lectern	
• Platform/stage	
• Lighting	
• Air conditioning/heating	
• Acoustics	
• Recording equipment	
• Audiovisual aids (e.g., screens, charts, easels, chalkboards, slide projectors, slides)	
• Electrical outlets	
• Tables and chairs	
• Reception area	
• Photographer/video crew	

Materials	
Make sure your spokespeople and staff are equipped with the materials they need to effectively deliver your messages and meet event objectives. Examples include:	
• Agenda, schedule, or program	
• Gifts or awards	
• Brochures	
• Media kits	
• Direction signs	
• Name tags	
• Host badges or ribbons	
• Guest book or sign-in sheet	
• Posters or banners	
• Placards for speakers or guests of honor	
Staffing	
Make sure staff are available to oversee these different functions:	
• Rehearsal	
• Parking/traffic control	
• Registration and guest sign-in	
• Master of ceremonies or emcee duty	
• Photography and videotaping	
• Decorations	
• Catering	
• Audio/visual arrangements	
• Entertainers (such as musicians)	
• Set up/clean up	

NOTE: If your event involves a presentation or demonstration, you may wish to have prepared questions for designated questioners in the audience to facilitate Q&A discussion.